



October 21, 2016

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

**Re: Ex Parte Presentation, *Protecting the Privacy of Customers of Broadband and Other Telecommunications Services*,
WC Docket No. 16-106**

Dear Ms. Dortch,

On October 20, 2016, Meredith Attwell Baker, President and CEO of CTIA, spoke via telephone with Chairman Tom Wheeler; Commissioner Mignon Clyburn and her Legal Advisor, Claude Aiken; Commissioner Jessica Rosenworcel; Commissioner Ajit Pai; and Commissioner Michael O'Rielly, separately, regarding the above-referenced proceeding.

During the conversations, CTIA discussed several aspects of the proposed Order circulated by Chairman Wheeler. In particular, CTIA emphasized the importance of harmonization of privacy policy across the Internet ecosystem; the strength of the three-prong test developed by the Federal Trade Commission ("FTC") to guide Internet service provider ("ISP") use of de-identified data; and the operational impact of the consent regime as outlined.

Pursuant to Section 1.1206 of the Commission's rules, a copy of this letter is being filed in ECFS and provided to the Commission participants. Please do not hesitate to contact the undersigned with any questions.



Sincerely,

/s/ Maria L. Kirby

Maria L. Kirby
AVP, Regulatory Affairs &
Assoc. General Counsel

cc: Tom Wheeler
Mignon Clyburn
Jessica Rosenworcel
Ajit Pai
Michael O'Rielly
Claude Aiken